

Message Text

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R 110310Z DEC 76
FM SECSTATE WASHDC
TO AMEMBASSY JAKARTA
INFO AMEMBASSY KUALA LUMPUR
AMEMBASSY SINGAPORE

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E.O. 11652:N/A

TAGS: BEXP, XE

SUBJECT: REQUEST FOR MARKET RESEARCH CONTRACT: POLLUTION
CONTROL EQUIPMENT, INDONESIA

1. OIM WOULD APPRECIATE RECEIVING MARKET BRIEF COVERING
INDONESIAN MARKET OPPORTUNITIES TO SUPPORT A POLLUTION
CONTROL EQUIPMENT EXHIBITION BEING PLANNED AS REGIONAL
PROMOTION AT THE USRTC SINGAPORE, NOV. 1977. MARKET DATA
IS NEEDED BOTH FOR PLANNING OF EVENT AND FOR DISSEMINATION
TO U.S. INDUSTRY DURING EXHIBITION SOLICITATION.

2. REQUEST EMBASSY'S ASSISTANCE IN CONTRACTING WITH EXPERIENCE
MARKET RESEARCH COMPANIES QUALIFIED TO PERFORM
RESEARCH IN INDONESIA TO PROVIDE A MARKET BRIEF COVERING
GENERAL OVERVIEW OF POLLUTION CONTROL EQUIPMENT MARKET,
INCLUDING MARKET PROJECTIONS THROUGH 1981.

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3. IN ADDITION TO GENERAL DISCUSSION MARKET FACTORS,

FOLLOWING SPECIFIC POINTS SHOULD BE INCLUDED IN MARKET
(A) INDICATE THE ESTIMATED DOLLAR SIZE OF THE MARKET FOR
POLLUTION CONTROL EQUIPMENT IN CY 1975, 1976 AND 1981.
(B) INDICATE THE LEVEL OF IMPORTS, EXPORTS AND PRODUCTION
OVER THE ABOVE PERIOD FOR MAJOR CATEGORIES OF POLLUTION
CONTROL EQUIPMENT. (C) FOR THE SAME YEARS SHOW THE U.S.

SHARE OF INDONESIA'S IMPORTS, AND INDICATE MAJOR THIRD
COUNTRY SUPPLIERS AND THEIR ESTIMATED MARKET SHARE. (D)
DISCUSS MARKETING PRACTICES OF U.S. AND THIRD-COUNTRY
SUPPLIERS THAT PARTICULARLY CONTRIBUTE TO THEIR COMPETITIVE
POSITIONS IN THE MARKET. (E) DISCUSS MARKETING ADVANTAGES,
IF ANY, HELD BY DOMESTIC MANUFACTURERS OF POLLUTION CON-
TROL EQUIPMENT OVER U.S. SUPPLIERS. (F) FORECAST THE
GROWTH RATE IN TOTAL LOCAL CONSUMPTION BETWEEN 1976 AND
1981. DISCUSS BRIEFLY ECONOMIC, SOCIAL, AND OTHER FACTORS
EXPECTED TO BE IMPACTING THE CHANGE IN MARKET SIZE FROM
1976 TO 1981. (G) IDENTIFY AND DISCUSS SPECIFIC TYPES
OF U.S. POLLUTION CONTROL EQUIPMENT LISTED IN PARA 4 BELOW
FOR WHICH THE MARKET APPEARS TO HOLD PARTICULAR PROMISE
OVER THE NEXT FIVE YEARS (1977-1981). (H) IDENTIFY MAJOR
END-USERS THAT OFFER THE BEST OPPORTUNITIES FOR SALES OF
POLLUTION CONTROL EQUIPMENT. RATE END-USERS ACCORDING TO
ESTIMATED PERCENTAGE SHARE OF TOTAL CONSUMPTION IN 1976 AND
1979. (ENDUSERS INCLUDE PETROLEUM, FOOD, TEXTILE AND OTHER
INDUSTRIES, MINING UTILITIES, ETC.) (I) DISCUSS MARKET CON-
DITIONS (E.G., GOVERNMENT PLANS OR POLICIES OR MAJOR IND-
USTRY CHANGES) WHICH MIGHT FACILITATE OR IMPEDE IM-
PORATION AND SALES OF U.S. EQUIPMENT. INCLUDE DISCUSSION
OF GOVERNMENT POLLUTION CONTROL REGULATIONS AND EXTENT TO
WHICH REGULATIONS ARE ENFORCED.

4. THE MAJOR CATEGORIES OF POLLUTION CONTROL EQUIPMENT
FOR EMBASSY'S USE IN UNDERTAKING MARKET RESEARCH ARE PRE-
SENTED IN LIST FORM BELOW AS SIC AND SITC SUB-CATEGORIES.
(SIC) 2819800 CHEMICAL CATALYTIC PREPARATIONS 2899561 OIL-

TREATING COMPOUNDS 2899579 OTHER WATER SOFTENING COM-
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POUNDS 3564600 DUST COLLECTION AND OTHER AIR PURIFICATION
EQUIPMENT FOR INDUSTRIAL GAS CLEANING SYSTEMS 3569200 FIL-
TERS AND STRAINERS 3569951 CENTRIFUGES AND SEPARATORS;
FILTERING PURIFYING AND SEPARATING MACHINES 3589222 IN-
DUSTRIAL WATER SOFTENING MACHINERY 3589281 SEWAGE PURI-
FICATION EQUIPMENT 3662651 METEOROLOGICAL TELEMETERING
EQUIPMENT 3822000 ENVIRONMENTAL CONTROLS 3823000 PROCESS
CONTROL INSTRUMENTS (SITC) SCHEDULE B 599.9910 CATALYSTS,

NICKEL COMPOUND 599.9920 CATALYSTS, OTHER COMPOUNDS 719.
2320 DUST COLLECTION AND AIR PURIFICATION EQUIPMENT AND
AIR WASHERS 719.2370 FILTERING, PURIFYING AND SEPARATING
MACHINES 719.2340 CENTRIFUGES AND SEPARATORS 725.0355 ELE-
CTRO-MECHANICAL SERVICE EQUIPMENT 719.2350 WATER PURIFYING,
SOFTENING, AND FILTERING MACHINES 729.5252 AUTOMATIC TEM-
PERATURE CONTROLS 861.9755 ENVIRONMENTAL CONTROLS 729.5270
INSTRUMENTS FOR MEASURING, 729.5280 CHECKING, OR TESTING
ELECTRICAL 729.5290 OR ELECTRONIC QUANTITIES.

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861.9720 INSTRUMENTS FOR MEASUREMENT, 8619730 DISPLAY,
OR CONTROL OF TEMPERATURE, PRESSURE, OR OTHER VARIABLES
OF LIQUIDS OR GASES.

5. EMBASSY REQUESTED TO NEGOTIATE A CONTRACT AT A COST
NOT TO EXCEED DOLLARS U.S. NINE HUNDRED AND FIFTY. CON-
TRACTOR REQUIRED TO COMPLETE REPORT IN TIME FOR SUB-
MISSION FOR FINAL REVIEW AND TRANSMITTAL TO OIM BY MARCH
1, 1977. FOUR COPIES OF DOUBLE-SPACED TYPEWRITTEN REPORT
DESIRED. UPON NOTIFICATION OF CONTRACTOR SELECTED COMMERCE

WILL SUPPLY NECESSARY FISCAL DATA. POST FURTHER REMINDED
TO MONITOR CONTRACT PERFORMANCE TO KEEP RESEARCH ON TRACK.
ROBINSON

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